

Rep Order#	6865719	Ver#	3	Status	Revised	Traffic Order#	10/24/2012 11:48 AM	Printed:	1 of 19
EC'd	Yes							Last Received:	10/23/2012 3:56 PM
								Showing Buylines:	All Lines

EC'd Yes Last Received: 10/23/2012 3:56 PM

Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA. Agency ( ) CROSSROADS MEDIA Rep Firm  
Advertiser ( ) AMERICAN CROSSROADS 66 CANAL CENTER PLAZA, SUITE 555 Sales Office ( ) PHILADELPHIA  
Product American Crossroads ALEXANDRIA, VA 22314 Salesperson ( ) ANJIE BRADY  
Estimate# 1257 Agency C/P1/P2/E 11/27/1257 Salesperson Phone# 215-567-6005  
Buyer Noelle Ramsey Flight Dates 10/24/2012 - 10/30/2012 Salesperson FAX# 215-567-5938  
Phone# Hiatus Weeks  
Fax#

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*4	M	5A-6A	WAVY NEWS-5A	:30	\$2,000.00	10/29-10/29	1	1	1	\$2,000.00	

Rating: 4.6

Buyline Comment: REVISE RATE TO CLEAR  
Sales Remark: V3 REVISE RATE TO CLEAR  
V3 More than 2 codes changed

*5	TU	5A-6A	WAVY NEWS-5A	:30	\$700.00	10/30-10/30	0	0	0	\$0.00	
----	----	-------	--------------	-----	----------	-------------	---	---	---	--------	--

Rating: 4.6

Buyline Comment: CXL DUE NA  
Sales Remark: V3 CXL DUE NA  
V3 More than 2 codes changed

*6	W	6A-7A	WAVY NEWS-6A	:30	\$4,000.00	10/24-10/24	1	1	1	\$4,000.00	
----	---	-------	--------------	-----	------------	-------------	---	---	---	------------	--

Rating: 6.3

Buyline Comment: REVISE RATE TO CLEAR  
Sales Remark: V3 REVISE RATE TO CLEAR  
V3 More than 2 codes changed

*7	TH	6A-7A	WAVY NEWS-6A	:30	\$2,000.00	10/25-10/25	0	0	0	\$0.00	
----	----	-------	--------------	-----	------------	-------------	---	---	---	--------	--

Rating: 6.3

Buyline Comment: CXL DUE NA  
Sales Remark: V3 CXL DUE NA  
V3 More than 2 codes changed

*8	F	6A-7A	WAVY NEWS-6A	:30	\$4,000.00	10/26-10/26	1	1	1	\$4,000.00	
----	---	-------	--------------	-----	------------	-------------	---	---	---	------------	--

Rating: 6.3

Buyline Comment: REVISE RATE TO CLEAR  
Sales Remark: V3 REVISE RATE TO CLEAR  
V3 More than 2 codes changed

*9	M	6A-7A	WAVY NEWS-6A	:30	\$2,000.00	10/29-10/29	0	0	0	\$0.00	
----	---	-------	--------------	-----	------------	-------------	---	---	---	--------	--

Rating: 6.3

Buyline Comment: CXL DUE NA  
Sales Remark: V3 CXL DUE NA  
V3 More than 2 codes changed

Rep Order# 6865719    Ver# 3    Status Revised    Traffic Order#    Printed: 10/24/2012 11:48 AM    3 of 19

EC'd Yes    Last Received: 10/23/2012 3:56 PM

Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA.    Agency (    ) CROSSROADS MEDIA    Rep Firm (    ) PHILADELPHIA  
Advertiser (    ) AMERICAN CROSSROADS    66 CANAL CENTER PLAZA, SUITE 555    Sales Office (    )  
Product American Crossroads    ALEXANDRIA, VA 22314    Salesperson (    ) ANJIE BRADY  
Estimate# 1257    Agency C/P1/P2/E 11/27/1257  
Buyer Noelle Ramsey    Flight Dates 10/24/2012 - 10/30/2012    Salesperson Phone# 215-567-6005  
Phone#    Hiatus Weeks    Salesperson FAX# 215-567-5938  
Fax#

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
----	----	-----	------	---------	-----	------	-------	------------	------------	-------------	------------	---------

*10	TU	6A-7A	WAVY NEWS-6A	:30	\$4,000.00	10/30-10/30	1	1	1	1	\$4,000.00	
-----	----	-------	--------------	-----	------------	-------------	---	---	---	---	------------	--

Rating: 6.3

Buyline Comment: REVISE RATE TO CLEAR  
Sales Remark: V3 REVISE RATE TO CLEAR  
V3 More than 2 codes changed

*11	W	7A-9A	TODAY SHW	:30	\$2,000.00	10/24-10/24	0	0	0	0	\$0.00	
-----	---	-------	-----------	-----	------------	-------------	---	---	---	---	--------	--

Rating: 6.7

Buyline Comment: CXL DUE NA  
Sales Remark: V3 CXL DUE NA  
V3 More than 2 codes changed

*12	TH	7A-9A	TODAY SHW	:30	\$3,000.00	10/25-10/25	1	1	1	1	\$3,000.00	
-----	----	-------	-----------	-----	------------	-------------	---	---	---	---	------------	--

Rating: 6.7

Buyline Comment: REVISE RATE TO CLEAR  
Sales Remark: V3 REVISE RATE TO CLEAR  
V3 More than 2 codes changed

*13	F	7A-9A	TODAY SHW	:30	\$2,000.00	10/26-10/26	0	0	0	0	\$0.00	
-----	---	-------	-----------	-----	------------	-------------	---	---	---	---	--------	--

Rating: 6.7

Buyline Comment: CXL DUE NA  
Sales Remark: V3 CXL DUE NA  
V3 More than 2 codes changed

*14	M	7A-9A	TODAY SHW	:30	\$3,000.00	10/29-10/29	1	1	1	1	\$3,000.00	
-----	---	-------	-----------	-----	------------	-------------	---	---	---	---	------------	--

Rating: 6.7

Buyline Comment: REVISE RATE TO CLEAR  
Sales Remark: V3 REVISE RATE TO CLEAR  
V3 More than 2 codes changed

Station WAVY-TV NORFOLK, VA.    Agency (    ) CROSSROADS MEDIA    Rep Firm (    ) PHILADELPHIA  
Advertiser (    ) AMERICAN CROSSROADS    66 CANAL CENTER PLAZA, SUITE 555    Sales Office (    )  
Product American Crossroads    ALEXANDRIA, VA 22314    Salesperson (    ) ANJIE BRADY  
Estimate# 1257    Agency C/P1/P2/E 11/27/1257    Salesperson Phone# 215-567-6005  
Buyer Noelle Ramsey    Flight Dates 10/24/2012 - 10/30/2012    Salesperson FAX# 215-567-5938  
Phone#    Hiatus Weeks  
Fax#

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	---	---	---	---	---	---	---	---	---

\*15 TU 7A-9A TODAY SHW :30 \$2,000.00 10/30-10/30 0 0 0 \$0.00

Rating: 6.7  
Buyline Comment: CXL DUE NA  
Sales Remark: V3 CXL DUE NA  
V3 More than 2 codes changed

\*16 W 430A-5A WAVY NEWS-430A< :30 \$500.00 10/24-10/24 1 1 1 \$500.00

Rating: 1.3  
Buyline Comment: REVISE RATE TO CLEAR  
Sales Remark: V3 REVISE RATE TO CLEAR  
V3 More than 2 codes changed

\*17 TH 430A-5A WAVY NEWS-430A< :30 \$200.00 10/25-10/25 0 0 0 \$0.00

Rating: 1.3  
Buyline Comment: CXL DUE NA  
Sales Remark: V3 CXL DUE NA  
V3 More than 2 codes changed

\*18 F 430A-5A WAVY NEWS-430A< :30 \$500.00 10/26-10/26 1 1 1 \$500.00

Rating: 1.3  
Buyline Comment: REVISE RATE TO CLEAR  
Sales Remark: V3 REVISE RATE TO CLEAR  
V3 More than 2 codes changed

\*19 M 430A-5A WAVY NEWS-430A< :30 \$200.00 10/29-10/29 0 0 0 \$0.00

Rating: 1.3  
Buyline Comment: CXL DUE NA  
Sales Remark: V3 CXL DUE NA  
V3 More than 2 codes changed

\*20 TU 430A-5A WAVY NEWS-430A< :30 \$500.00 10/30-10/30 1 1 1 \$500.00

Rating: 1.3  
Buyline Comment: REVISE RATE TO CLEAR  
Sales Remark: V3 REVISE RATE TO CLEAR  
V3 More than 2 codes changed

Rep Order# 6865719 Ver# 3 Status Revised Traffic Order# Printed: 10/24/2012 11:48 AM 5 of 19

EC'd Yes Last Received: 10/23/2012 3:56 PM

Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA. Agency ( ) CROSSROADS MEDIA Rep Firm  
Advertiser ( ) AMERICAN CROSSROADS 66 CANAL CENTER PLAZA, SUITE 555 Sales Office ( ) PHILADELPHIA  
Product American Crossroads ALEXANDRIA, VA 22314 Salesperson ( ) ANJIE BRADY  
Estimate# 1257 Agency C/P1/P2/E 11/27/1257  
Buyer Noelle Ramsey Flight Dates 10/24/2012 - 10/30/2012 Salesperson Phone# 215-567-6005  
Phone# Hiatus Weeks Salesperson FAX# 215-567-5938  
Fax#

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
----	----	-----	------	---------	-----	------	-------	------------	------------	-------------	------------	---------

*21	SA	7A-8A		WAVY NWS SAT7A	:30	\$800.00	10/27-10/27	0	0	0	\$0.00	
-----	----	-------	--	----------------	-----	----------	-------------	---	---	---	--------	--

Rating: 5.5

Buyline Comment: CXL DUE NA  
Sales Remark: V3 CXL DUE NA  
V3 More than 2 codes changed

*22	SU	6A-7A		WAVY NWS SUN6A	:30	\$1,000.00	10/28-10/28	1	1	1	\$1,000.00	
-----	----	-------	--	----------------	-----	------------	-------------	---	---	---	------------	--

Rating: 4.1

Buyline Comment: REVISE RATE TO CLEAR  
Sales Remark: V3 REVISE RATE TO CLEAR  
V3 More than 2 codes changed

*23	SU	7A-8A		WAVY NWS SUN7A	:30	\$800.00	10/28-10/28	0	0	0	\$0.00	
-----	----	-------	--	----------------	-----	----------	-------------	---	---	---	--------	--

Rating: 5.9

Buyline Comment: CXL DUE NA  
Sales Remark: V3 CXL DUE NA  
V3 More than 2 codes changed

*24	SU	8A-9A		SUN TODAY-NBC	:30	\$1,200.00	10/28-10/28	0	0	0	\$0.00	
-----	----	-------	--	---------------	-----	------------	-------------	---	---	---	--------	--

Rating: 7.1

Buyline Comment: CXL DUE NA  
Sales Remark: V3 CXL DUE NA  
V3 More than 2 codes changed

*25	W	9A-10A		TODAY SHW2-NBC	:30	\$1,500.00	10/24-10/24	1	1	1	\$1,500.00	
-----	---	--------	--	----------------	-----	------------	-------------	---	---	---	------------	--

Rating: 3.8

Buyline Comment: REVISE RATE TO CLEAR  
Sales Remark: V3 REVISE RATE TO CLEAR  
V3 More than 2 codes changed

EC'd Yes

Last Received: 10/23/2012 3:56 PM

Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA. Agency ( ) CROSSROADS MEDIA Rep Firm ( ) PHILADELPHIA  
Advertiser ( ) AMERICAN CROSSROADS 66 CANAL CENTER PLAZA, SUITE 555 Sales Office ( )  
Product American Crossroads ALEXANDRIA, VA 22314 Salesperson ( ) ANJIE BRADY  
Estimate# 1257 Agency C/P1/P2/E 11/27/1257 Salesperson Phone# 215-567-6005  
Buyer Noelle Ramsey Flight Dates 10/24/2012 - 10/30/2012 Salesperson FAX# 215-567-5938  
Phone# Hiatus Weeks

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*26	TH	9A-10A	TODAY SHW2-NBC	:30	\$500.00	10/25-10/25	0	0	0	\$0.00	

Rating: 3.8

Buyline Comment: CXL DUE NA

Sales Remark: V3 CXL DUE NA

V3 More than 2 codes changed

Rating: 3.8

Buyline Comment: REVISE RATE TO CLEAR

Sales Remark: V3 REVISE RATE TO CLEAR

V3 More than 2 codes changed

Rating: 3.8

Buyline Comment: CXL DUE NA

Sales Remark: V3 CXL DUE NA

V3 More than 2 codes changed

Rating: 3.8

Buyline Comment: REVISE RATE TO CLEAR

Sales Remark: V3 REVISE RATE TO CLEAR

V3 More than 2 codes changed

Rating: 2.6

Buyline Comment: CXL DUE NA

Sales Remark: V3 CXL DUE NA

V3 More than 2 codes changed

Rating: 2.6

Buyline Comment: REVISE RATE TO CLEAR

Sales Remark: V3 REVISE RATE TO CLEAR

V3 More than 2 codes changed

Rep Order# 6865719 Ver# 3 Status Revised Traffic Order# Printed: 10/24/2012 11:48 AM 7 of 19

EC'd Yes Last Received: 10/23/2012 3:56 PM

Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA. Agency ( ) CROSSROADS MEDIA Rep Firm  
Advertiser ( ) AMERICAN CROSSROADS 66 CANAL CENTER PLAZA, SUITE 555 Sales Office ( ) PHILADELPHIA  
Product American Crossroads ALEXANDRIA, VA 22314 Salesperson ( ) ANJIE BRADY  
Estimate# 1257 Agency C/P1/P2/E 11/27/1257  
Buyer Noelle Ramsey Flight Dates 10/24/2012 - 10/30/2012 Salesperson Phone# 215-567-6005  
Phone# Hiatus Weeks Salesperson FAX# 215-567-5938  
Fax#

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
----	----	-----	------	---------	-----	------	-------	------------	------------	-------------	------------	---------

	*32	F	10A-11A	TODAY SHW3-NBC	:30	\$400.00	10/26-10/26	0	0	0	\$0.00	
--	-----	---	---------	----------------	-----	----------	-------------	---	---	---	--------	--

Rating: 2.6

Buyline Comment: CXL DUE NA  
Sales Remark: V3 CXL DUE NA  
V3 More than 2 codes changed

	*33	M	10A-11A	TODAY SHW3-NBC	:30	\$1,000.00	10/29-10/29	1	1	1	\$1,000.00	
--	-----	---	---------	----------------	-----	------------	-------------	---	---	---	------------	--

Rating: 2.6

Buyline Comment: REVISE RATE TO CLEAR  
Sales Remark: V3 REVISE RATE TO CLEAR  
V3 More than 2 codes changed

	*34	TU	10A-11A	TODAY SHW3-NBC	:30	\$400.00	10/30-10/30	0	0	0	\$0.00	
--	-----	----	---------	----------------	-----	----------	-------------	---	---	---	--------	--

Rating: 2.6

Buyline Comment: CXL DUE NA  
Sales Remark: V3 CXL DUE NA  
V3 More than 2 codes changed

	*35	W	11A-12P	HAMPTN RDS SHW	:30	\$300.00	10/24-10/24	1	1	1	\$300.00	
--	-----	---	---------	----------------	-----	----------	-------------	---	---	---	----------	--

Rating: 0.9

Buyline Comment: REVISE RATE TO CLEAR  
Sales Remark: V3 REVISE RATE TO CLEAR  
V3 More than 2 codes changed

	*36	TH	11A-12P	HAMPTN RDS SHW	:30	\$200.00	10/25-10/25	0	0	0	\$0.00	
--	-----	----	---------	----------------	-----	----------	-------------	---	---	---	--------	--

Rating: 0.9

Buyline Comment: CXL DUE NA  
Sales Remark: V3 CXL DUE NA  
V3 More than 2 codes changed

Rep Order# 6865719 Ver# 3 Status Revised Traffic Order# Printed: 10/24/2012 11:48 AM 8 of 19

EC'd Yes Last Received: 10/23/2012 3:56 PM

Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA. Agency ( ) CROSSROADS MEDIA Rep Firm  
Advertiser ( ) AMERICAN CROSSROADS 66 CANAL CENTER PLAZA, SUITE 555 Sales Office ( ) PHILADELPHIA  
Product American Crossroads ALEXANDRIA, VA 22314 Salesperson ( ) ANJIE BRADY  
Estimate# 1257 Agency C/P1/P2/E 11/27/1257 Salesperson Phone# 215-567-6005  
Buyer Noelle Ramsey Flight Dates 10/24/2012 - 10/30/2012 Salesperson FAX# 215-567-5938  
Phone# Hiatus Weeks  
Fax#

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart

\*37 F 11A-12P HAMPTN RDS SHW :30 \$300.00 10/26-10/26 1 1 1 \$300.00  
Rating: 0.9

Buyline Comment: REVISE RATE TO CLEAR  
Sales Remark: V3 REVISE RATE TO CLEAR  
V3 More than 2 codes changed

\*38 M 11A-12P HAMPTN RDS SHW :30 \$200.00 10/29-10/29 0 0 0 \$0.00  
Rating: 0.9

Buyline Comment: CXL DUE NA  
Sales Remark: V3 CXL DUE NA  
V3 More than 2 codes changed

\*39 TU 11A-12P HAMPTN RDS SHW :30 \$300.00 10/30-10/30 1 1 1 \$300.00  
Rating: 0.9

Buyline Comment: REVISE RATE TO CLEAR  
Sales Remark: V3 REVISE RATE TO CLEAR  
V3 More than 2 codes changed

\*40 W 12P-1P WAVY NEWS10-NN< :30 \$300.00 10/24-10/24 0 0 0 \$0.00  
Rating: 2.0

Buyline Comment: CXL DUE NA  
Sales Remark: V3 CXL DUE NA  
V3 More than 2 codes changed

\*41 TH 12P-1P WAVY NEWS10-NN< :30 \$600.00 10/25-10/25 1 1 1 \$600.00  
Rating: 2.0

Buyline Comment: REVISE RATE TO CLEAR  
Sales Remark: V3 REVISE RATE TO CLEAR  
V3 More than 2 codes changed

\*42 F 12P-1P WAVY NEWS10-NN< :30 \$300.00 10/26-10/26 0 0 0 \$0.00  
Rating: 2.0

Buyline Comment: CXL DUE NA  
Sales Remark: V3 CXL DUE NA  
V3 More than 2 codes changed



Station WAVY-TV NORFOLK, VA.    Agency (    ) CROSSROADS MEDIA    Rep Firm (    ) PHILADELPHIA  
Advertiser (    ) AMERICAN CROSSROADS    66 CANAL CENTER PLAZA, SUITE 555    Sales Office (    )  
Product American Crossroads    ALEXANDRIA, VA 22314    Salesperson (    ) ANJIE BRADY  
Estimate# 1257    Agency C/P1/P2/E 11/27/1257  
Buyer Noelle Ramsey    Flight Dates 10/24/2012 - 10/30/2012    Salesperson Phone# 215-567-6005  
Phone#    Hiatus Weeks    Salesperson FAX# 215-567-5938  
Fax#

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	---	---	---	---	---	---	---	---	---

\*43 M 12P-1P WAVY NEWS10-NN<    :30 \$600.00 10/29-10/29 1 1 1 \$600.00  
Rating: 2.0  
Buyline Comment: REVISE RATE TO CLEAR  
Sales Remark: V3 REVISE RATE TO CLEAR  
V3 More than 2 codes changed

\*44 TU 12P-1P WAVY NEWS10-NN<    :30 \$300.00 10/30-10/30 0 0 0 \$0.00  
Rating: 2.0  
Buyline Comment: CXL DUE NA  
Sales Remark: V3 CXL DUE NA  
V3 More than 2 codes changed

\*45 W 1P-2P DAYS-OUR LIVES    :30 \$800.00 10/24-10/24 1 1 1 \$800.00  
Rating: 1.4  
Buyline Comment: REVISE RATE TO CLEAR  
Sales Remark: V3 REVISE RATE TO CLEAR  
V3 More than 2 codes changed

\*46 TH 1P-2P DAYS-OUR LIVES    :30 \$500.00 10/25-10/25 0 0 0 \$0.00  
Rating: 1.4  
Buyline Comment: CXL DUE NA  
Sales Remark: V3 CXL DUE NA  
V3 More than 2 codes changed

\*47 F 1P-2P DAYS-OUR LIVES    :30 \$800.00 10/26-10/26 1 1 1 \$800.00  
Rating: 1.4  
Buyline Comment: REVISE RATE TO CLEAR  
Sales Remark: V3 REVISE RATE TO CLEAR  
V3 More than 2 codes changed

Station WAVY-TV NORFOLK, VA.  
Advertiser ( ) AMERICAN CROSSROADS  
Product American Crossroads  
Estimate# 1257  
Buyer Noelle Ramsey  
Phone#  
Fax#

Agency ( ) CROSSROADS MEDIA  
66 CANAL CENTER PLAZA, SUITE 555  
ALEXANDRIA, VA 22314  
Agency C/P1/P2/E 11/27/1257  
Flight Dates 10/24/2012 - 10/30/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) PHILADELPHIA  
Salesperson ( ) ANJIE BRADY  
Salesperson Phone# 215-567-6005  
Salesperson FAX# 215-567-5938

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*48	M	1P-2P	DAYS-OUR LIVES	:30	\$500.00	10/29-10/29	0	0	0	\$0.00	

Rating: 1.4

Buyline Comment: CXL DUE NA  
Sales Remark: V3 CXL DUE NA  
V3 More than 2 codes changed

\*49 TU 1P-2P DAYS-OUR LIVES

Rating: 1.4

Buyline Comment: REVISE RATE TO CLEAR  
Sales Remark: V3 REVISE RATE TO CLEAR  
V3 More than 2 codes changed

\*50 W 2P-3P DOCTORS<

Rating: 1.0

Buyline Comment: CXL DUE NA  
Sales Remark: V3 CXL DUE NA  
V3 More than 2 codes changed

\*51 TH 2P-3P DOCTORS<

Rating: 1.0

Buyline Comment: REVISE RATE TO CLEAR  
Sales Remark: V3 REVISE RATE TO CLEAR  
V3 More than 2 codes changed

\*52 F 2P-3P DOCTORS<

Rating: 1.0

Buyline Comment: CXL DUE NA  
Sales Remark: V3 CXL DUE NA  
V3 More than 2 codes changed

\*53 M 2P-3P DOCTORS<

Rating: 1.0

Buyline Comment: REVISE RATE TO CLEAR  
Sales Remark: V3 REVISE RATE TO CLEAR  
V3 More than 2 codes changed

Station WAVY-TV NORFOLK, VA.  
Advertiser ( ) AMERICAN CROSSROADS  
Product American Crossroads  
Estimate# 1257  
Buyer Noelle Ramsey  
Phone#  
Fax#

Agency ( ) CROSSROADS MEDIA  
66 CANAL CENTER PLAZA, SUITE 555  
ALEXANDRIA, VA 22314  
Agency C/P1/P2/E 11/27/1257  
Flight Dates 10/24/2012 - 10/30/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) PHILADELPHIA  
Salesperson ( ) ANJIE BRADY  
Salesperson Phone# 215-567-6005  
Salesperson FAX# 215-567-5938

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart

\*54 TU 2P-3P DOCTORS< :30 \$200.00 10/30-10/30 0 0 0 \$0.00  
Rating: 1.0

Buyline Comment: CXL DUE NA  
Sales Remark: V3 CXL DUE NA  
V3 More than 2 codes changed

\*55 W 3P-4P MAURY POVICH< :30 \$500.00 10/24-10/24 1 1 1 \$500.00  
Rating: 2.1

Buyline Comment: REVISE RATE TO CLEAR  
Sales Remark: V3 REVISE RATE TO CLEAR  
V3 More than 2 codes changed

\*56 TH 3P-4P MAURY POVICH< :30 \$450.00 10/25-10/25 0 0 0 \$0.00  
Rating: 2.1

Buyline Comment: CXL DUE NA  
Sales Remark: V3 CXL DUE NA  
V3 More than 2 codes changed

\*57 F 3P-4P MAURY POVICH< :30 \$500.00 10/26-10/26 1 1 1 \$500.00  
Rating: 2.1

Buyline Comment: REVISE RATE TO CLEAR  
Sales Remark: V3 REVISE RATE TO CLEAR  
V3 More than 2 codes changed

\*58 M 3P-4P MAURY POVICH< :30 \$450.00 10/29-10/29 0 0 0 \$0.00  
Rating: 2.1

Buyline Comment: CXL DUE NA  
Sales Remark: V3 CXL DUE NA  
V3 More than 2 codes changed

Station WAVY-TV NORFOLK, VA. Agency ( ) CROSSROADS MEDIA Rep Firm  
Advertiser ( ) AMERICAN CROSSROADS 66 CANAL CENTER PLAZA, SUITE 555 Sales Office ( ) PHILADELPHIA  
Product American Crossroads ALEXANDRIA, VA 22314 Salesperson ( ) ANJIE BRADY  
Estimate# 1257 Agency C/P1/P2/E 11/27/1257 Salesperson Phone# 215-567-6005  
Buyer Noelle Ramsey Flight Dates 10/24/2012 - 10/30/2012 Salesperson FAX# 215-567-5938  
Fax# Hiatus Weeks

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*59	TU	3P-4P	MAURY POVICH<	:30	\$500.00	10/30-10/30	1	1	1	\$500.00	

Rating: 2.1

Buyline Comment: REVISE RATE TO CLEAR

Sales Remark: V3 REVISE RATE TO CLEAR  
V3 More than 2 codes changed

\*60 W 4P-5P ANDERSON<

Rating: 2.5

Buyline Comment: CXL DUE NA

Sales Remark: V3 CXL DUE NA  
V3 More than 2 codes changed

\*61 TH 4P-5P ANDERSON<

Rating: 2.5

Buyline Comment: REVISE RATE TO CLEAR

Sales Remark: V3 REVISE RATE TO CLEAR  
V3 More than 2 codes changed

\*62 F 4P-5P ANDERSON<

Rating: 2.5

Buyline Comment: CXL DUE NA

Sales Remark: V3 CXL DUE NA  
V3 More than 2 codes changed

\*63 M 4P-5P ANDERSON<

Rating: 2.5

Buyline Comment: REVISE RATE TO CLEAR

Sales Remark: V3 REVISE RATE TO CLEAR  
V3 More than 2 codes changed

\*64 TU 4P-5P ANDERSON<

Rating: 2.5

Buyline Comment: CXL DUE NA

Sales Remark: V3 CXL DUE NA  
V3 More than 2 codes changed

Station WAVY-TV NORFOLK, VA.  
Advertiser ( ) AMERICAN CROSSROADS  
Product American Crossroads  
Estimate# 1257  
Buyer Noelle Ramsey  
Phone#  
Fax#

Agency ( ) CROSSROADS MEDIA  
66 CANAL CENTER PLAZA, SUITE 555  
ALEXANDRIA, VA 22314  
Agency C/P1/P2/E 11/27/1257  
Flight Dates 10/24/2012 - 10/30/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) PHILADELPHIA  
Salesperson ( ) ANJIE BRADY  
Salesperson Phone# 215-567-6005  
Salesperson FAX# 215-567-5938

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart

\*65 W 5P-530P WAVY NEWS10-5<  
Rating: 5.0  
Buyline Comment: REVISE RATE TO CLEAR  
Sales Remark: V3 REVISE RATE TO CLEAR  
V3 More than 2 codes changed

\*66 TH 5P-530P WAVY NEWS10-5<  
Rating: 5.0  
Buyline Comment: CXL DUE NA  
Sales Remark: V3 CXL DUE NA  
V3 More than 2 codes changed

\*67 F 5P-530P WAVY NEWS10-5<  
Rating: 5.0  
Buyline Comment: REVISE RATE TO CLEAR  
Sales Remark: V3 REVISE RATE TO CLEAR  
V3 More than 2 codes changed

\*68 M 5P-530P WAVY NEWS10-5<  
Rating: 5.0  
Buyline Comment: CXL DUE NA  
Sales Remark: V3 CXL DUE NA  
V3 More than 2 codes changed

\*69 TU 5P-530P WAVY NEWS10-5<  
Rating: 5.0  
Buyline Comment: REVISE RATE TO CLEAR  
Sales Remark: V3 REVISE RATE TO CLEAR  
V3 More than 2 codes changed

Station WAVY-TV NORFOLK, VA. Agency ( ) CROSSROADS MEDIA Rep Firm  
Advertiser ( ) AMERICAN CROSSROADS 66 CANAL CENTER PLAZA, SUITE 555 Sales Office ( ) PHILADELPHIA  
Product American Crossroads ALEXANDRIA, VA 22314 Salesperson ( ) ANJIE BRADY  
Estimate# 1257 Agency C/P1/P2/E 11/27/1257 Salesperson Phone# 215-567-6005  
Buyer Noelle Ramsey Flight Dates 10/24/2012 - 10/30/2012 Salesperson FAX# 215-567-5938  
Phone# Hiatus Weeks  
Fax#

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*70	W	530P-6P	WAVY10NWS-5.30<	:30	\$1,500.00	10/24-10/24	0	0	0	\$0.00	

Rating: 5.8

Buyline Comment: CXL DUE NA  
Sales Remark: V3 CXL DUE NA  
V3 More than 2 codes changed

	*71	TH	530P-6P	WAVY10NWS-5.30<	:30	\$2,500.00	10/25-10/25	1	1	1	\$2,500.00	
--	-----	----	---------	-----------------	-----	------------	-------------	---	---	---	------------	--

Rating: 5.8

Buyline Comment: REVISE RATE TO CLEAR  
Sales Remark: V3 REVISE RATE TO CLEAR  
V3 More than 2 codes changed

	*72	F	530P-6P	WAVY10NWS-5.30<	:30	\$1,500.00	10/26-10/26	0	0	0	\$0.00	
--	-----	---	---------	-----------------	-----	------------	-------------	---	---	---	--------	--

Rating: 5.8

Buyline Comment: CXL DUE NA  
Sales Remark: V3 CXL DUE NA  
V3 More than 2 codes changed

	*73	M	530P-6P	WAVY10NWS-5.30<	:30	\$2,500.00	10/29-10/29	1	1	1	\$2,500.00	
--	-----	---	---------	-----------------	-----	------------	-------------	---	---	---	------------	--

Rating: 5.8

Buyline Comment: REVISE RATE TO CLEAR  
Sales Remark: V3 REVISE RATE TO CLEAR  
V3 More than 2 codes changed

	*74	TU	530P-6P	WAVY10NWS-5.30<	:30	\$1,500.00	10/30-10/30	0	0	0	\$0.00	
--	-----	----	---------	-----------------	-----	------------	-------------	---	---	---	--------	--

Rating: 5.8

Buyline Comment: CXL DUE NA  
Sales Remark: V3 CXL DUE NA  
V3 More than 2 codes changed

	*75	W	6P-630P	WAVY NEWS10-6<	:30	\$3,200.00	10/24-10/24	1	1	1	\$3,200.00	
--	-----	---	---------	----------------	-----	------------	-------------	---	---	---	------------	--

Rating: 7.6

Buyline Comment: REVISE RATE TO CLEAR  
Sales Remark: V3 REVISE RATE TO CLEAR  
V3 More than 2 codes changed

Station WAVY-TV NORFOLK, VA.  
Advertiser ( ) AMERICAN CROSSROADS  
Product American Crossroads  
Estimate# 1257  
Buyer Noelle Ramsey  
Phone#  
Fax#

Agency ( ) CROSSROADS MEDIA  
66 CANAL CENTER PLAZA, SUITE 555  
ALEXANDRIA, VA 22314  
Agency C/P1/P2/E 11/27/1257  
Flight Dates 10/24/2012 - 10/30/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) PHILADELPHIA  
Salesperson ( ) ANJIE BRADY  
Salesperson Phone# 215-567-6005  
Salesperson FAX# 215-567-5938

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart

\*76 TH 6P-630P WAVY NEWS10-6<

Rating: 7.6

Buyline Comment: CXL DUE NA  
Sales Remark: V3 CXL DUE NA  
V3 More than 2 codes changed

\*77 F 6P-630P WAVY NEWS10-6<

Rating: 7.6

Buyline Comment: REVISE RATE TO CLEAR  
Sales Remark: V3 REVISE RATE TO CLEAR  
V3 More than 2 codes changed

\*78 M 6P-630P WAVY NEWS10-6<

Rating: 7.6

Buyline Comment: CXL DUE NA  
Sales Remark: V3 CXL DUE NA  
V3 More than 2 codes changed

\*79 TU 6P-630P WAVY NEWS10-6<

Rating: 7.6

Buyline Comment: REVISE RATE TO CLEAR  
Sales Remark: V3 REVISE RATE TO CLEAR  
V3 More than 2 codes changed

\*80 SA 6P-630P AVG. ALL WKS

Rating: 3.8

Buyline Comment: REVISE RATE TO CLEAR  
Sales Remark: V3 REVISE RATE TO CLEAR  
V3 More than 2 codes changed

Station WAVY-TV NORFOLK, VA.  
Advertiser ( ) AMERICAN CROSSROADS  
Product American Crossroads  
Estimate# 1257  
Buyer Noelle Ramsey  
Phone#  
Fax#

Agency ( ) CROSSROADS MEDIA  
66 CANAL CENTER PLAZA, SUITE 555  
ALEXANDRIA, VA 22314  
Agency C/P1/P2/E 11/27/1257  
Flight Dates 10/24/2012 - 10/30/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) PHILADELPHIA  
Salesperson ( ) ANJIE BRADY  
Salesperson Phone# 215-567-6005  
Salesperson FAX# 215-567-5938

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*81	SU	6P-7P	WAVY NW10 SUN1	:30	\$1,500.00	10/28-10/28	1	1	1	\$1,500.00	

Rating: 3.2

Buyline Comment: REVISE RATE TO CLEAR  
Sales Remark: V3 REVISE RATE TO CLEAR  
V3 More than 2 codes changed

\*82 W 7P-730P ENT TONIGHT 30<

Rating: 4.8

Buyline Comment: CXL DUE NA  
Sales Remark: V3 CXL DUE NA  
V3 More than 2 codes changed

\*83 TH 7P-730P ENT TONIGHT 30<

Rating: 4.8

Buyline Comment: REVISE RATE TO CLEAR  
Sales Remark: V3 REVISE RATE TO CLEAR  
V3 More than 2 codes changed

\*84 F 7P-730P ENT TONIGHT 30<

Rating: 4.8

Buyline Comment: CXL DUE NA  
Sales Remark: V3 CXL DUE NA  
V3 More than 2 codes changed

\*85 M 7P-730P ENT TONIGHT 30<

Rating: 4.8

Buyline Comment: REVISE RATE TO CLEAR  
Sales Remark: V3 REVISE RATE TO CLEAR  
V3 More than 2 codes changed

\*86 TU 7P-730P ENT TONIGHT 30<

Rating: 4.8

Buyline Comment: CXL DUE NA  
Sales Remark: V3 CXL DUE NA  
V3 More than 2 codes changed



Station WAVY-TV NORFOLK, VA.  
Advertiser ( ) AMERICAN CROSSROADS  
Product American Crossroads  
Estimate# 1257  
Buyer Noelle Ramsey  
Phone#  
Fax#

Agency ( ) CROSSROADS MEDIA  
66 CANAL CENTER PLAZA, SUITE 555  
ALEXANDRIA, VA 22314  
Agency C/P1/P2/E 11/27/1257  
Flight Dates 10/24/2012 - 10/30/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) PHILADELPHIA  
Salesperson ( ) ANJIE BRADY  
Salesperson Phone# 215-567-6005  
Salesperson FAX# 215-567-5938

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	---	---	---	---	---	---	---	---	---

\*87 W 730P-8P INSIDER<  
Rating: 4.3  
Buyline Comment: REVISE RATE TO CLEAR  
Sales Remark: V3 REVISE RATE TO CLEAR  
V3 More than 2 codes changed

\*88 TH 730P-8P INSIDER<  
Rating: 4.3  
Buyline Comment: CXL DUE NA  
Sales Remark: V3 CXL DUE NA  
V3 More than 2 codes changed

\*89 F 730P-8P INSIDER<  
Rating: 4.3  
Buyline Comment: REVISE RATE TO CLEAR  
Sales Remark: V3 REVISE RATE TO CLEAR  
V3 More than 2 codes changed

\*90 M 730P-8P INSIDER<  
Rating: 4.3  
Buyline Comment: CXL DUE NA  
Sales Remark: V3 CXL DUE NA  
V3 More than 2 codes changed

\*91 TU 730P-8P INSIDER<  
Rating: 4.3  
Buyline Comment: REVISE RATE TO CLEAR  
Sales Remark: V3 REVISE RATE TO CLEAR  
V3 More than 2 codes changed

Station WAVY-TV NORFOLK, VA.  
Advertiser ( ) AMERICAN CROSSROADS  
Product American Crossroads  
Estimate# 1257  
Buyer Noelle Ramsey  
Phone#  
Fax#

Agency ( ) CROSSROADS MEDIA  
66 CANAL CENTER PLAZA, SUITE 555  
ALEXANDRIA, VA 22314  
Agency C/P1/P2/E 11/27/1257  
Flight Dates 10/24/2012 - 10/30/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) PHILADELPHIA  
Salesperson ( ) ANJIE BRADY  
Salesperson Phone# 215-567-6005  
Salesperson FAX# 215-567-5938

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*92	F	9P-10P	GRIMM-NBC	:30	\$2,500.00	10/26-10/26	0	0	0	\$0.00	

Rating: 4.3

Buyline Comment: CXL DUE NA  
Sales Remark: V3 CXL DUE NA  
V3 More than 2 codes changed

Rating: 3.7

\*93 F 10P-11P DATELINE FR-NBC  
Buyline Comment: REVISE RATE TO CLEAR  
Sales Remark: V3 REVISE RATE TO CLEAR  
V3 More than 2 codes changed

Rating: 13.9

\*94 SU 815P-1130P NBC SUN-FTBL<  
Buyline Comment: REVISE RATE TO CLEAR  
Sales Remark: V3 REVISE RATE TO CLEAR  
V3 More than 2 codes changed

Rating: 13.9

\*95 M 1235A-135A  
Buyline Comment: JIMMY FALLON  
ADD TO SKED  
Sales Remark: V3 ADD TO SKED  
V3 Added

Rating: 13.9

\*96 SA 7P-8P  
Buyline Comment: ET THIS WEEK  
ADD TO SKED  
Sales Remark: V3 ADD TO SKED  
V3 Added

Station WAVY-TV NORFOLK, VA.  
Advertiser (    ) .AMERICAN CROSSROADS  
Product American Crossroads  
Estimate# 1257  
Buyer Noelle Ramsey  
Phone#  
Fax#

Agency (    ) CROSSROADS MEDIA  
66 CANAL CENTER PLAZA, SUITE 555  
ALEXANDRIA, VA 22314  
Agency C/P1/P2/E 11/27/1257  
Flight Dates 10/24/2012 - 10/30/2012  
Hiatus Weeks

Rep Firm  
Sales Office (    ) PHILADELPHIA  
Salesperson (    ) ANJIE BRADY  
Salesperson Phone# 215-567-6005  
Salesperson FAX# 215-567-5938

---SALES MONTHLY TOTALS---

Oct 12: 32 / \$70,300.00    Nov 12: 18 / \$27,850.00  
Sales Totals: 50 / \$98,150.00  
Station Totals: 50 / \$98,150.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$316,613	CATV 0%	WAVY 31%	WGNT 1%	WPXV 0%	WTKR 18%
		WTVZ 0%	WVBT 3%	WVEC 47%		

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books NOV10, MAY11, ENOV11  
Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE